



W6-L01: Start-ups in CASI

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What is startup?

1. Upto a period of ten years from the date of incorporation/ registration
 - Private limited company
 - Partnership firm
 - Limited liability partnership
2. Turnover of the entity for any of the financial years since incorporation/ registration has **not exceeded one hundred crore rupees.**
3. Entity is working towards innovation, development or improvement of products or processes or services, or if it is a scalable business model with a high potential of employment generation or wealth creation.

(Source: www.startupindia.gov.in)

Business Idea in CASI

1. CASI Machineries

- Manufacturer
- Service Provider
- Service Provider + Protocol
- Retailers

2. Quality inputs

- Seeds
- Fertilizers
- Pesticides
- Herbicides

Business Idea in CASI

3. 360 degree solutions
4. Mat nursery
5. Consultancy
6. Output market

Tips for Sustainable Business Model

- Group Approach
- Farmers' Clubs
- Farmer Producer Company
- Innovation Platforms
- Micro-entrepreneurs at grassroots